

Message Text

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PAGE 01 WELLIN 02102 030127Z

ACTION EA-09

INFO OCT-01 ISO-00 AID-05 CIAE-00 COME-00 EB-07 FRB-01

INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06

SP-02 LAB-04 EPG-02 SIL-01 OMB-01 L-03 H-02

NSC-05 SS-15 STR-04 CEA-01 PA-02 PRS-01 /098 W

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FM AMEMBASSY WELLINGTON

TO SECSTATE WASHDC 3216

UNCLAS WELLINGTON 2102

E.O. 11652: N/A

TAGS: EFIN, ECON, EGEN, NZ

SUBJECT: MARCH QUARTER 1977 RETAIL SALES HIGHER THAN MARCH
QUARTER 1976

1. ACCORDING TO FIGURES JUST RELEASED BY THE GOVERNMENT
STATISTICIAN RETAIL SALES DURING THE MARCH 1977 QUARTER AT
\$1,147.9 MILLION WERE 13.7 PERCENT HIGHER THAN THE SAME
QUARTER IN 1976. AT CONSTANT DECEMBER QUARTER 1974
PRICES THEY WERE 3.3 PERCENT LOWER THAN IN THE MARCH 1976
QUARTER AND WHEN ADJUSTED FOR A POPULATION INCREASE AS WELL
AS FOR PRICE INCREASES, TURNOVER PER CAPITA WAS 3.1 PERCENT
LOWER THAN IN THE CORRESPONDING 1976 QUARTER. (ALL AMOUNTS
ARE IN NEW ZEALAND DOLLARS.)

2. CORRECTIONS FOR SEASONAL FLUCTUATIONS AND ADJUSTMENTS TO
REMOVE THE EFFECTS OF PRICE AND POPULATION CHANGES, SHOWED
TURNOVER PER HEAD DURING THE MARCH 1977 QUARTER OF \$274.3
MILLION HAD DECREASED 0.4 PERCENT FROM THE DECEMBER 1976
QUARTER. ON THIS BASIS RETAIL SALES PER HEAD DURING THE
DECEMBER 1976 QUARTER WERE 1.0 PERCENT HIGHER THAN
FOR THE SEPTEMBER 1976 QUARTER.

3. ALL STORE TYPES RECORDED A HIGHER TURNOVER IN
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PAGE 02 WELLIN 02102 030127Z

CURRENT VALUES THAN IN THE CORRESPONDING QUARTER OF
1976. THE LARGEST PROPORTIONAL INCREASES WERE
SHOWN BY GROCERY AND DAIRY STORES (19.4 PERCENT),
FURNITURE AND SOFT FURNISHINGS (15.7 PERCENT), HARDWARE,
BUILDERS' HARDWARE, PAINTS ETC (15.4 PERCENT),
DRUGSTORE (13.9 PERCENT) AND FOOTWEAR (13.3 PERCENT).
KILLGORE

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Message Attributes

Automatic Decaptioning: X
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Disposition Approved on Date:
Disposition Case Number: n/a
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